

# TV CANDIDS

by Terrence O'Flaherty

"We will stay with this show," said NBC's Mort Werner speaking of "It's a Man's World."

That was very recently and inasmuch as Werner is the vice president in charge of programming, one has a right to assume that he is a man of his word and knows what he is talking about—either one or the other or both. Now it is clear to me that he is neither—for NBS has definitely canceled "It's a Man's World."

Readers of this column will likely be tired of my preoccupation with this particular program but the fate of this original and preceptive series is clearly linked with the fate of American creative television programming in general. The outlook is dim indeed.

So how does a show die? According to producer Peter Tewksbury it was killed by NBC's powerful cabal of four men—the same four who presumably approved programs of such appalling shallowness as "Ensign O'Tolle," "Don't Call Me Charlie" and "McKeever and the Colonel." They are:

Robert Sarnoff, chairman of the board, whose old man owns the joint; NBC president Robert Kinter, a clean-desk executive who is not known for being either outspoken or creative; Walter Scott, the executive vice president of NBC who is a background power known as a man who "came up through sales" and looks no further than the ratings. The fourth was Werner who suddenly decided not to "stay with the show" after all. Producer Tewksbury was called to New York to get the word.

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I have not met Scott but the other three impress me as totally unorganized businessmen groping in the creative dark at the top of the NBC stairs. These men have dictated public taste in America for so long that there is danger they may now think they ARE the public taste.

I have a very strong hunch that these four just don't understand "It's a Man's World." And one of the most terrible of all human traits is that we mistrust what we do not understand.

NBC produces the excellent opera series as well as many news and public affairs programs of high quality. One may not personally prefer these programs but they are understandable to all.

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The advertising executive at the Carnation Co., the largest sponsor, was one of the first dissenters. He admitted he "just didn't understand" the show. Another executive at the Irwin-Wasey Ad Agency told the writers that he "didn't understand" it either.

The cancellation was based on the single rating survey made after only four episodes—those seen prior to Oct. 15. In addition to that, a sporadic big-city survey was completed recently which revealed "It's a Man's World" has a rating of 19 or 20, which is not weak at all. But it is less than "To Tell the Truth." Other opposition comes from "Cheyenne" (which is being dropped in January) and "I've Got a Secret."

NBC displayed little enthusiasm for the program from the beginning. Certainly the network has done little to publicize it. Early in the season Revue Studios which produces the series offered to pay NBC \$100,000 out of its own pocket to give it a publicity boost. NBC refused.

From what I learned from the show's co-producer the show might be resumed if the NBC brass could be convinced it has an audience not recorded by the ratings. In this hope I have forwarded all the mail I have received to:

Walter D. Scott,  
Executive vice president NBC-TV Network  
RCA Building,  
New York 20, N. Y.

If you care to write it help.

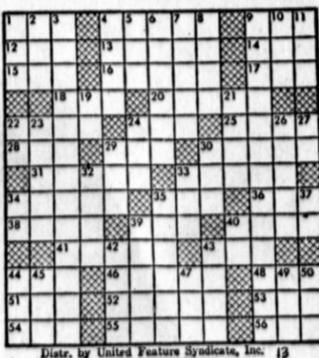
### CROSSWORD PUZZLE

ACROSS

- 1-Variety
- 2-Ingredient
- 3-Tends
- 4-To decay
- 5-The self
- 6-Vigilant
- 7-Period of time
- 8-Prevalent
- 9-Mistake
- 10-To look
- 11-Boating
- 12-Light stroke
- 13-Slogan
- 14-To become
- 15-Weight of
- 16-Plant
- 17-Similar
- 18-Organ of hearing
- 19-South American
- 20-Catkin
- 21-To inaugurate
- 22-Mountain
- 23-Ethiopian
- 24-Afternoon
- 25-To raise
- 26-To spread
- 27-Fiber used for cordage
- 28-Russian ruler
- 29-Try of decision
- 30-Music
- 31-Written
- 32-Occasion
- 33-Small drink
- 34-Indecent
- 35-Brilliant
- 36-Girl's name
- 37-One, as matter which
- 38-Nerve
- 39-Period of time

DOWN

- 1-Limb
- 2-To mature
- 3-Serving to complete
- 4-To hurt
- 5-In music, high
- 6-Carpenter's tool
- 7-Mistake
- 8-Let it stand
- 9-Returned to sound condition
- 10-Anglo-Saxon money
- 11-Scottish cap
- 12-Alcohol
- 13-India
- 14-Sharp flavor
- 15-Parent
- 16-Three-banded armadillo
- 17-Posed for portrait
- 18-Doctrine
- 19-White
- 20-Roman
- 21-Consumes
- 22-Evil
- 23-Conjunction
- 24-Cooled lava
- 25-To map out
- 26-River in Italy
- 27-Genus of maples
- 28-Greek letter
- 29-Ocean
- 30-Metal
- 31-Capuchin monkey
- 32-Yellow bug
- 33-Recompense



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## MARY WISE Menu Planners AND SHOPPING SUGGESTIONS

### Play Game for 'Dreams Come True'

"Is it a mink? A motor boat? Europe? Beautiful china? Gleaming silver? A host of little luxuries? "Whatever your dreams... (Prince Charming excepted) they're almost sure to be in one of the trading stamp catalogs."

So reads the suggestions for your "dream come true" as detailed in the rules and winnings of the My-T-Fine dream stamp sweepstakes as printed on this page.

#### First Prize

First prize is 1 million My-T-Fine dream stamps worth exactly that number to be used from any stamp catalog as noted in the official rules.

(Note, too, that your church or club can get a duplicate number of stamps.) Signing your name and address on the front panel from any My-T-Fine box: regular or instant, envelope pack or pie crust mix is the easy way to be in line for your chance on such big winnings.

#### Other Prizes

There are 10 second prizes; 100 third prizes so one hundred and eleven people will be the lucky winners. Read the suggestions as



ORANGE EGGNOG PIE is just one of many holiday dishes light and airy enough to top off that festive Christmas dinner. Since it must be made in advance of the dining hour, there is no last minute fuss and ado. Fresh orange pieces add a refreshing variation to a traditional recipe.

listed together with official rules as printed and get your My-T-Fine product now. Enjoy its contents then follow through on the contest rules.

#### Potato-Almond Balls Are Winter Fare

Mashed sweet potatoes or yams formed into balls and rolled in roasted diced almonds are real treat for winter meals. Add 1 egg to 2 cups mashed sweet potatoes before shaping and coating. Heat in little melted butter or margarine in oven or on top of range.

### Fruit Adds Freshness to Traditional Dessert

Light and luscious! Orange Eggnog Pie is a refreshing variation of a traditional holiday pie favorite.

Bite-size pieces of juicy orange are folded into shimmering eggnog chiffon filling and piled high in a vanilla crust.

This pie will make a happy ending to your hearty holiday feast or a special coffee treat for evening entertainment.

And it can be made ahead with no last-minute fuss.

#### ORANGE EGGNOG PIE

- 1 10-in. vanilla wafer crumb crust
- 4 eggs, separated
- ½ cup sugar
- ½ tsp. salt
- 1 tsp. nutmeg
- ½ cup hot water
- 1 env. unflavored gelatine
- 1 cup fresh orange juice
- 1 tsp. vanilla
- ½ cup sugar
- ½ cup orange pieces
- 1 cup heavy cream, whipped

Prepare crumb crust as directed below and chill well. Beat egg yolks in top of double boiler. Stir in ½ cup sugar, salt, nutmeg and hot water. Cook over hot, not boiling

water, stirring constantly until consistency of soft custard (about 20 min.). Remove from heat.

Sprinkle gelatine over orange juice to soften. Stir softened gelatine into custard, blending well. Add vanilla. Cool until slightly thickened.

Beat egg whites until they stand in soft peaks. Gradually add ½ cup sugar, beating continually until whites are stiff but not dry. Fold beaten egg whites, then drained orange pieces into gelatine mixture. Turn into chilled crumb crust. Chill until set. Garnish with orange half cartwheel slices.

#### WAFER CRUST

- 1½ cups vanilla wafer crumbs (about 34 wafers)
  - ½ cup melted butter or margarine
  - 1 tbs. sugar
- Mix crumbs, melted butter and sugar, blending well. Press evenly and firmly on bottom and sides of lightly buttered 10-inch pie plate. Refrigerate.



The next time you have tea in your home let Frosted Honey Prune Bars share the spotlight with your favorite cup of tea.

These delicious cookie-cakes are made of honey and prunes and are topped with a creamy lemon frosting.

#### FROSTED FRUIT BARS

- 2 cups cooked prunes
- ½ cup shortening (part butter)
- ½ cup granulated sugar
- ½ cup honey
- 1 tsp. grated lemon peel
- 1 egg
- 2 cups sifted flour
- 1½ tsp. baking powder
- 1 tsp. salt
- ¼ tsp. soda
- ½ cup milk
- 1 cup chopped nuts

Pit prunes and chop. Cream shortening, sugar and honey together thoroughly. Blend in lemon peel and egg.

Sift together flour, baking powder, salt and soda. Blend into creamed mixture alternately with milk. Fold in prunes and nuts.

Turn into greased 9x13-inch pan. Bake at 350 about 35-minutes. Cool thoroughly. Spread with lemon frosting and cut into bars. Decorate or not as you choose.

#### LEMON FROSTING

- 3 tbs. butter
  - 1½ cups sifted confectioners' sugar
  - 1 tbs. lemon juice
  - ½ tsp. grated lemon peel
  - 2 tbs. milk or cream
- Cream butter and blend in sugar alternately with lemon juice, peel and cream.

### 'Baby, It's Cold Outside'

Here are the cold facts about ice cream!

Ice cream enjoys popularity as America's favorite dessert throughout the year and the holiday season finds all the ice cream manufacturers alert to consumer wishes as to holiday colors and flavors.

There is the green of pistachio and lime, the red of cranberries and maraschino cherries; then there is nesselrode ice cream; ice cream with special centers; ice cream molds; eggnog ice cream and even pumpkin ice cream.

#### Half Gallons

Last year California ice cream makers packed 56 million gallons of honest-to-goodness ice cream—that's without the mention of any other frozen desserts.

Best buy is half gallon. With ice cream flavors estimated at around 200, vanilla is far and away the favored one.

#### Holiday Toppings

For topping vanilla ice cream with the red and green of holiday decorations, we suggest whole cranberry sauce, finely chopped red or green maraschino cherries in their own syrup.

Creme de Menthe, Cherry Herring or other liqueurs are party-type toppings favored by many a hostess.

For the after-school pickups, use your blender and mix ice cream, honey and cranberry juice.

**FIRST PRIZE: 1,000,000 MY-T-FINE DREAM STAMPS!**  
**WORTH ONE MILLION TRADING STAMPS! Select Your Prizes from ANY Trading Stamp Catalog.\***  
**PLUS 1,000,000 STAMPS FOR YOUR CHURCH OR CLUB!**

**10 SECOND PRIZES**  
**100,000 My-T-Fine Dream Stamps**  
**100 THIRD PRIZES**  
**10,000 My-T-Fine Dream Stamps**  
**4,000,000 STAMPS IN ALL**  
**One Hundred and Eleven Chances to Win**

Is it mink? A motor boat? Europe? Beautiful china? Gleaming silver? A host of little luxuries? Whatever your dreams (Prince Charming excepted), they're almost sure to be in one of the Trading Stamp Catalogs! And you can make them come true if you're the lucky winner in the My-T-Fine Dream Stamp Sweepstakes! Whether it's one big gift or many smaller ones... you choose your dream from your favorite stamp catalog.



Nothing to write except your name and address! No entry blanks to fill out... just print your name on the front panel of any My-T-Fine box or an acceptable substitute as specified in the rules. Enter as often as you like.

#### OFFICIAL RULES

1. On the front panel of any My-T-Fine box, hand print or write clearly your name and address or submit a piece of paper 3 1/2" x 5" on which you have drawn "My-T-Fine" in block letters. Mail to Dream Stamp Sweepstakes, Box 388, Mount Vernon 10, New York.
  2. Enter as often as you wish. Each entry must be post-marked no later than January 31, 1963, received no later than February 15, 1963. All entries become the property of Penick & Ford, Ltd., Inc., and none will be returned.
  3. Prize winners will be selected by blindfold drawings conducted by The Reuben H. Donnelly Corp., an independent judging organization. Its decisions with respect to all phases of the Sweepstakes will be final.
  4. Each prize winner may choose one or more items listed in any trading stamp catalog currently effective in the U.S.A. March 15, 1963, provided that the items selected are listed in the catalog as having a total trading stamp value no greater than the prize won. Sponsor reserves the right to determine the stamp plan catalog to be used by any of all winners. The winners may not select or elect cash prizes. Tax liability on any prize will be the sole responsibility of prize winners.
  5. Sweepstakes open to residents of the United States and Canada. Not open to employees and their families of Penick & Ford, Ltd., Inc., The Reuben H. Donnelly Corp., and their advertising agencies. Sweepstakes void in Nebraska, Wisconsin, Florida and wherever prohibited by law.
  6. Winners will be notified by mail approximately 30 days after final drawing. For a list of prize winners, send separate stamped, self-addressed envelope to: Winners' List, P.O. Box 388, Mount Vernon 10, New York.
- Remember—Enter with front panel from any My-T-Fine Box—Regular or Instant, Envelope Pack or Pie-Crust Mix.  
 \*See Rule 4